LEO BURNETT U.S.A.
AD# BCC282-A4-REQ# M24834-"CALL OF THE WILD"-PG, 4/C BLD (8-3/4" X 11-1/2")-NAT'L MAGS, 1991
Printed in U.S.A.

CALL OF THE WILD

Buck the System

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

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Kings: 14 mg "tar" 1.0 mg nicotine av. per cigarette by FTC method.

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